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TO:

Mail Stop AF Commissioner for Patents Attn: Examiner Kyle R. Stork P.O. Box 1450 Alexandria, Virginia 22313-1450	FROM: Timothy P. Sullivan OUR REF: 50023.09US11
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OCT 26 2005Total pages, including cover letter: 12PTO FAX NUMBER 1-571-273-8300

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Title of Document Transmitted: Transmittal (+copy): AmendmentApplicant: Kiran Venkatesh Hegde et al.Serial No.: 10/084,258Filed: February 25, 2002Group Art Unit: 2178Our Ref. No. 50023.09US11Confirmation No. 3975

Please charge any additional fees or credit overpayment to Deposit Account No. 13-2725. Please consider this a PETITION FOR EXTENSION OF TIME for a sufficient number of months to enter these papers, if appropriate.

By: [Signature]
Name: Timothy P. Sullivan
Reg. No.: 47,981

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Tracy Gutscher[Signature]
Signature10-26-05
Date

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kiran Venkatesh Hegde et al. Examiner: Kyle R. Stork
Serial No.: 10/084,258 Group Art Unit: 2178
Filed: February 25, 2002 Docket: 50023.09USII
Confirmation No.: 3975 Due Date: October 26, 2005
Title: METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA
CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB PAGE

CERTIFICATE UNDER 37 CFR 1.6(d): I hereby certify that this correspondence is being sent via facsimile to (571) 273-8300, Mail Stop AF, Commissioner for Patents, Attn: Examiner Kyle R. Stork, P.O. Box 1450, Alexandria, VA 22313-1450 on October 26, 2005.

By: 
Name: Tracy Qutscher

Mail Stop AF
Commissioner for Patents
Attn: Examiner Kyle R. Stork
P.O. Box 1450
Alexandria, Virginia 22313-1450

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PATENT TRADEMARK OFFICE

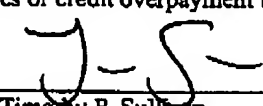
Sir:

We are transmitting herewith the attached:

- ☒ Transmittal Sheet in duplicate containing Certificate Under 37 CFR 1.6(d)
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Merchant & Gould P.C.
P.O. Box 2903
Minneapolis, MN 55402-0903
206.342.6200

By: 
Name: Timothy P. Sullivan
Reg. No.: 47,981
TPS:tg

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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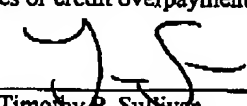
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10/084,258

PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Kiran Venkatesh Hegde et al.	Examiner:	Kyle R. Stork
Application No.:	10/084,258	Group Art Unit:	2178
Filed:	February 25, 2002	Docket No.:	50023.09US11
Title:	METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB PAGE		

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By: 
Name: Tracy Gutscher

AMENDMENT

Mail Stop AF
Commissioner for Patents
Attn: Examiner Kyle R. Stork
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of July 26, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.